UDC 338.48:616-036.21"2020"
doi:10.5937/timsact14-29177

STRUČNI ČLANAK

2020. Fakultet za sport i turizam, Novi Sad
TIMS Acta 14, 93–101

COVID-19: Opportunity or threat for European tourism

COVID-19: prilika ili pretnja evropskom turizmu

Patricia Ardeljan, Faculty of Economics and Business Administration, West University of Timisoara, Romania

Laura Mariana Cismaș, Faculty of Economics and Business Administration, West University of Timisoara, Romania

Vera Medić, Fakultet za sport i turizam, Novi Sad

ABSTRACT

International and European tourism underwent a constant and almost unprecedented development in the last decades. In 2018, international tourism displayed the ninth year of consecutive growth that exceeded even the increase of world GDP according to UNWTO data. This ascending trend continued in 2019, and the perspectives were promising according to predictions. The beginning of 2020 brought with it the outspread of a global pandemic and one of the most sensitive industries proved to be the industry of tourism and travel. The pandemic is from this perspective an opportunity for reconsidering the criteria for ensuring sustainable tourism while it proved the frailty of the entire tourism sector. The paper presents a brief analysis of the developments in international tourism, especially regarding European tourism in the pre-pandemic context. It is based on the principles of sustainability that should govern this industry and perceive the opportunities or threats of this pandemic. Regarding the methodology, we used the main available data and discussed the current analytical prediction models, because COVID-19 has changed and will continue to change the tourism industry.

Keywords: International tourism and travel, Sustainability, Development, Forecast change needs

SAŽETAK

Međunarodni i evropski turizam zabeležili su konstantan i gotovo neviđen rast tokom poslednjih decenija. U 2018. godini postignuta je prekretnica kada je međunarodni turizam zabeležio devetu godinu uzastopnog rasta, premašujući kao rast čak i svetski BDP, prema podacima Svetske turističke organizacije Ujedinjenih nacija (UNWTO). Ovaj trend rasta nastavio se i 2019. godine, a izgledi su bili obećavajući prema predviđanjima. Početak 2020. godine doneo je širenje globalne pandemije, a kao jedna od najosetljivijih industrija pokazala se industrija turizma i putovanja. Sa ove tačke gledišta, pandemija je prilika da se preispitaju kriterijumi za osiguranje održivog turizma, a istovremeno je dokazana krhkost čitavog turističkog sektora. Ovaj članak ima za cilj kratku analizu evolucije međunarodnog turizma, a posebno evropskog turizma u pretpandemijskom kontekstu, zasnovanog na principima održivosti koji treba da upravljaju ovom industrijom, kao i sagledavanje prilika ili pretnji ove pandemije. Korišćena metodologija preispituje glavne dostupne podatke i razmatra trenutne analitičke modele predviđanja, dok COVID-19 transformiše i nastaviće da transformiše turističku industriju.

Ključne reči: međunarodni turizam i putovanja, održivost, razvoj, predviđene potrebe za promenom

Introduction

International tourism, as known up to the outbreak of the COVID-19 pandemic, showed constant development as of the mid-20th century, when the first forms of mass tourism emerged. Thus, an intense competition began between various agencies delivering touristic activities at international and European level, including East-European countries. Though the latter faced hindrances because of the dominant political-economic system of the planned and centralised economy regarding the travel possibilities of their citizens abroad for touristic purposes. Gradually, the forms of tourism developed, changing into recreational tourism, and excursions, and evolving into complex forms such explorative, adventure, cultural, and business tourism, so that currently more than 130 types of tourism exist among which we mentioned the most known and most often discussed ones.

UNWTO lays emphasis first on sustainable tourism, which we regard as essential in discussing the current context. According to the UNWTO definition, sustainable tourism is the kind of tourism accessible to all those interested in practising touristic activities regarding their access to facilities, goods and services. A broader rephrasing would imply understanding that tourism should be an industry that has as main features inclusiveness and the absence of any type of discrimination based on age, gender, race or other physical or mental disabilities of the people.

Next to the aforementioned types of tourism, adventure, agritourism and alternative tourism are an umbrella for various types of niche tourism that draws attention as they all might be future, concrete alternatives to mass tourism because the activities may be individually decided by those interested, and there may be authentic contact experiences by encouraging the direct and immediate interaction with the local environment, with the people and their communities.

Other more known forms of tourism are cruise tourism, culinary and cultural tourism and one of the ascending trends is the one of medical tourism by which those practising this type of tourism pursue to obtain some benefits for their own health.

At the end of the spectrum of interests we find business tourism and travel which are explicitly an activity pursuing the set-up and development of business activities in other places than the country of origin. In business tourism are included additional activities like organising conference-type events, meetings, exhibitions and the incentives provided by companies to their personnel, the so-called corporatist hospitality.

These intensified tourism activities that diversified the tourism and travel industry with considerable direct impact on employment, but also with indirect effects as regards the industries supplying goods and services for the tourism and travel industry (T&T industry) involve a wide range of interested stakeholders from autonomous agencies providing tourism services to organisations and institutions pursuing to achieve their own objectives by interactions of touristic nature (Grimm et al., 2005).

At the same time, the current pandemic has undercut the increasing trend of business tourism that was helpful in promoting not only touristic venues, but also other types of industries and services, and even activities in the fields of research and academic education. All these were supported by several structures involved in organising various events, promotions, conferences, and meetings for the interested stakeholders whether corporate, academic and even non-governmental. During the pandemic, the activities of the industries providing for such promotion events and conferences came to almost a complete halt. Such an example, is the PROMAX Europe conference which was supposed to take place in Madrid. However, it was cancelled as this annual entertainment-marketing conference which implied 300 hotel rooms, 500 attendees and a budget of about 524.000 USD was put on halt due to the lockdown in Spain.

The events industry, as subset of the wider hospitality industry, generated about 1.100 billion USD in 2018, and was expected to increase to 2.330 billion by 2026, with the most popular categories being conferences, exhibitions, entertainment, corporate events and seminars, music and art performance, sports, festivals, trade shows and product promotions. Moreover, by age, it is segmented into below 20 years, 21–40 years, 41 years and over, while classified by revenues it is divided into ticket sale, sponsorship, participation fees and other types of ensuring the costs/budget.

Therefore, all these events which were regarded as super spreaders in the time of COVID-19 were cancelled, postponed and thus threaten the future jobs for about 525.000 of persons involved in this type of business. Moreover, it is obvious that this occurred also in the scientific field, where conferences were held online, based on different meeting platforms like ZOOM. It was defining for the entire events' industry, and a recent statement by

Bill Gates foresees that business travels will drop by 50% or even more, as businessmen have seen the advantages of online conferences and negotiations, associated to a decline by 30% in the socio-economic activities that were and are even nowadays developed in office buildings.

Critical are the events organised in the scientific field, where the person-to-person interaction and discussions were just pale reproductions of the actual live events.

The events industry will have to reorganise and show increased capabilities of planning ahead, as dealing with the virus is still difficult, and lockdowns and travel restrictions might remain in place even next year (2021). This means that it will have to identify innovative marketing solutions for providing attractive virtual venues for the industries, and other stakeholders that are interested in promoting their products, ideas or services based on IT and/or AI solutions.

Tourism in the global and European economy up to 2020

Year 2018, was recorded the ninth year of consecutive growth for tourism and industry that despite some decreases seemed to defy even the financial-economic crisis that broke out in 2008 at the global level. It was strongly felt also in the European Union, in particular in the countries classified as former convergence and cohesion member states, but also in some of the new member states from central and eastern Europe. Nonetheless, in 2018, tourism represented 10% of the global GDP and the value of the industry at the world level amounted to 9 trillion USD. At the same time, the incomes obtained from expenditures of the arrivals in their destination locations increased quicker than the world economy. It registered a growth by 4% gained from touristic activities and from the transport of passengers, respectively 1.7 trillion USD. An increase by 5% of the global population involved in touristic activities translated into 1.4 million tourist arrivals.

At the European level, the evolution was similar, as can be seen from Figure 1. The decrease by 2009 considered as the first year of full financial-economic crisis at the European level was quickly recovered by 2010, as from this year on, a constant growth was registered for tourism at the European level.

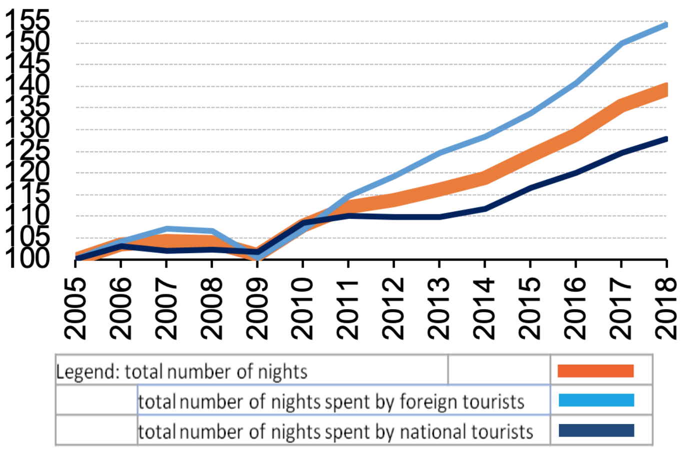

Figure 1: Total number of overnight stays in accommodation units at EU-28 level over the period 2005–2019 (index 2005=100) (Source: Eurostat, 2020a)

Note: The European aggregates are used only for estimate purposes because some data, especially as of 2012, are not comparable entirely with the ones of the previous years

If a top would represent the most frequently visited destinations according to tourists' preferences, then in 2018 the top destination was Spain, followed by Italy and France. The numbers in Spain showed 301 million overnight stays in tourist accommodation units, that is 23% from total overnight stays on the level of the European Union.

This figure gains in relevance when thinking about the fact that one out of ten enterprises in the non-financial sector of the EU was registered in the tourism industry, and the number of companies was by 2.4 million employing a workforce estimated to 13.6 million persons, according to the latest available data for 2016. Moreover, 21.7% from the persons employed in the services' sector were involved in activities related directly to the tourism sector and in total the industries with activities related to tourism ensured jobs for 9.5% from total persons employed in the non-financial sectors.

These statistical data indicate the particular importance of tourism in the global and European economy, but provide also the reasons why tourism is faced with numerous questions about sustainability and resilience from the year 2020. These questions were only amplified by the current pandemic. The most frequent debates are increasingly more related to the resilience and sustainability of the sector and particular emphasis is put on ecological reasoning. One of the main issues regarding the resilience of the sector is related to the fact that it consists of multiple complex systems, which are fragmented and this is why resilience could not be executed thoroughly.

One of the fundamental questions regarding resilience is linked to the necessity of identifying the features for each of the systems, and for each geographic and temporal area/space, as well as regarding the sensitivity of these areas/spaces to the various disturbances/shocks and changes in the preferences of tourism consumers (Grimm & Calabrese, 2011).

These questions are justified, if we analyse the changes to which tourism has to undergo to ensure its sustainability, but also to answer to the challenges that are imposed to this sector, as well as to all other economic sectors. What should be done is to make the necessary adjustments in order to meet the environmental protection criteria, understand not only interventions that might be damaging to the natural environment, but also interventions (for instance, cultural interferences) that might be damaging to areas with the high tourist density.

These issues are emphasised also by the fact that tourism as socio-economic activity is regarded as one of the main contributors to the factors that characterise the Anthropocene, if we consider the intensity in resource use, greenhouse gas emissions, and all other elements with polluting effects (Hall et al., 2017).

The SARS-COV2 pandemic and how it changes tourism industry

Nowadays, the most recent trends in analysing the sector were oriented, over the pre-pandemic period in debating the overtourism phenomenon. Though still lacking a clear definition, and delimitation of the criteria based on which this concept could be adopted as fully operational, we consider that a first definition might be the one according to which this reflects an intense increase, over the acceptable limits, in the numbers of tourists in certain areas, as this creates various issues with the impact on the environment and the residents (Koens et al., 2018; Cappochi et al., 2019; Szromek et al., 2019).

Overtourism is associated, in general, with significant developments in the tourism and travel industry (T&T industry), respectively issues related to: (1) transport capacity and agglomeration of transportation means (2) environmental sustainability; (3) the imitation effect by which certain regions, for instance those from Central and Eastern Europe, tend towards the tourism behaviours and trends from the western hemisphere (Koens et al., 2018).

This overtourism phenomenon associated with the sustainable development goals, including ensuring sustainable European policies, was the one that drew the attention not only of the experts, but also of the wider public in the period preceding the crisis triggered by the COVID-19 pandemic. This put a halt to all types of tourism, regardless if it is for personal reason or for business reasons, or for attending other types of events.

Essentially, the COVID-19 pandemic was the one contributing to a relative slow-down of the arguments about the overtourism phenomenon, by replacing these debates to the ones related to sustainability, resilience and especially to the recovery of the sector after this pandemic.

Analysis and predictions preceding the pandemic

In case of the tourism and travel industry and the other service sectors related either directly or indirectly to the T&T industry, they were all focused on the effects generated by increasingly more favourable, and competitive offers for the consumers, including the emergence of new competitors at the European level in the case of the countries from central and eastern Europe that had recently become the part of the EU. In this context, references were made to the emergence of the low-cost airlines that facilitated even more access to tourists in all areas with the high touristic potential.

There were debates about the effects of the city-break type tourism, or shopping tourism, but the results obtained on the numerous tourism segments were used as an argument that despite the well-founded questions about the polluting effects of the tourist activities (Hall, et al., 2017), the benefits are the economic growth and generating new jobs. They could serve as counterweight until viable solutions could be identified in supporting the sustainability of the sector.

If we analyse the profile of the main tourism consumers at EU-27 level, we find that it is related consistently with the level of incomes and the welfare level in the respective European countries (Figure 2). It is remarkable that from the new member states only Poland succeeded to be registered among the main contributors to tourism activities abroad. Romania ranks on the last position if we consider the share of the population aged 15 and being involved in tourism activities by only 27%. For the total share, tourism activities were distributed as follows: short trips with one to three nights 62.3%; excursions with the duration of more than four overnight stays in accommodation entities 31.7%; short excursions abroad from one to three days, 0.8% and over four nights spent abroad 5.2%.

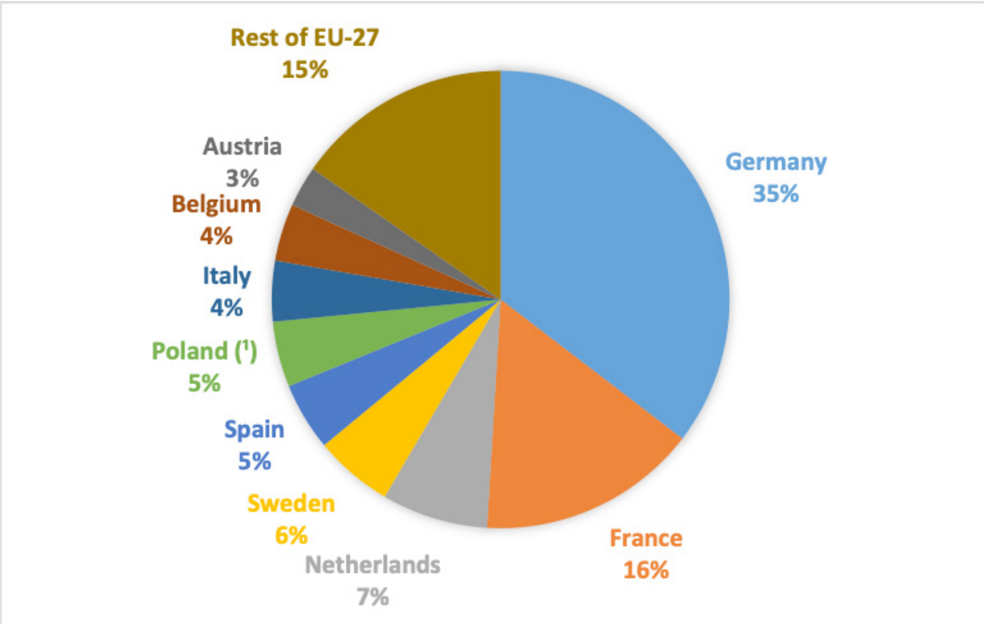

Figure 2: Percentage estimate of overnight stays abroad according to the country of residence of the tourism consumers, 2018 (Source: Eurostat, 2020b)
Note: Estimate at EU-27 level, according to available data
(*) 2017 data

Even this data indicates that tourism activities at the European level were on an ascending trend also in 2019, and the predictions, the ones of UNWTO and WTTC, coincided regarding the anticipated continued increasing trend.

The SARS-COV2 pandemic: evolutions and uncertainties in the tourism sector

The pandemic which started on a global level as of December 2019 and is still lasting, represents one of the most critical issues for the global economy. All economic sectors were affected and there was a swift pace of evaluations in order to identify measures that could be taken at a sectoral level. The analysis focused especially on determining the economic sectors that were essential and had to be maintained or keep entirely active. The distinction was made between the essential sectors where the telework was possible and the ones where it was not. In fact, the latter were closed next to the sectors regarded as non-essential. From this perspective, we find that the COVID-19 pandemic captured one of the massive vulnerabilities of the entire T&T industry, many of the activities from the hospitality industry were included into the category of the non-essential activities and therefore closed.

From the statistical perspective, the impact might be estimated depending on categories of age, gender and educational level but, in this context, we find that the hospitality industry, which was most affected by the measures of forced closing, is among the most vulnerable industries both in regards of age categories and incomes achieved, next to the industries of personal services, leisure and cultural activities, etc. (European Commission, EU Science Hub – Joint Research Centre). This is visible also from the fact that 13% of persons employed in tourism were youth aged between 15 and 24, in 2017. Moreover, most were women, with the highest shares among employed women being present in accommodation services, within tourism and tour-operating agencies. In Romania, the share of those employed in the tourism sector (according to the latest available data) was by 5.9% in 2016, and most people employed in tourism were in Greece, 23.9%, followed by Cyprus, 20.3% and Malta, 15.3%. In Spain, the country ranked in the first position in the top of tourists' preferences, as we already mentioned, the share of people employed in tourism was by 12.3% from the total people employed in the non-financial economic sectors. At EU-27 level, the share of people employed in the tourism was by 9.4%. That shows the significance of tourism for the Mediterranean member-states. Additionally, it shows that Romania has still a lot to recover from getting closer to the European average in regards to both employment in tourism and putting to good use the national tourist potential.

The situation might be regarded as even more important, because the pandemic has triggered almost a complete standstill of the activities in this sector at the European level. This happened due to the lockdown measures over the entire territory of the EU-27/28. The reason was relatively simple: in the absence of some clear treatment procedures, due to the aggressive outspread of the virus, the only methods that could support the slowing down of the pandemic were NPI measures (non-pharmaceutical interventions).

The analysis of the impact begins with the drop in the demand and supply of travel offers towards various destinations and this led to lack of activities both for low-cost, but also for large air flight companies. This was followed by the diminished demand for accommodation as the public signals sent by the authorities were recommendations of avoiding travels inside Europe or in other parts of the world, except for the situations of strict necessity.

The last data, by the end of August and the beginning of September 2020 allowed for identifying some essential issues of the T&T industry triggered by the pandemic and which will continue to be present, probably, in the post-pandemic period:

- International tourist arrivals dropped at the world level by 65% in the first half of the year 2020 as compared to the same period of the preceding year and contrary to the optimistic prediction of UNWTO which estimated almost constant rates of tourism growth up to the year 2030 and beyond this time;
- Another significant fact is that during the first month of summer, arrivals decreased by 93% for all touristic destinations which proved that the optimistic expectations about a global re-opening, including European economies, based on reopening borders were contradicted by reality;
- The estimated losses as result of the significant drop in touristic demand are estimated to about 440 million USD at the world level, representing a loss that is five times higher than the one recorded at the level of the year 2009 when in full financial-economic crisis;
- The region that was most severely affected was the Asia-Pacific region where the decrease was by 72%, followed by the European region with a decline by 66%. The American continent in its entirety suffered losses by 55%, while Africa and Middle-East registered a decrease by 57%.
- An interesting effect deserving further investigation, especially in the case of emerging countries that adopted the imitation model of western tourism, is the one of an increasingly more consistent trends in demand and supply for domestic tourism.
- Overall, it is estimated that for the year 2020, the drop in the tourism activities will be by about 70%, considering the developments from the first half of the year.

Preliminary conclusions

The emergence of the COVID-19 pandemic has highlighted the issues of acute sensitivity related to the sustainability of the tourism and travel industry activities both from the perspective of consumers, and from the one of the stakeholders present on the tourism and travel market.

The current uncertainties will not vanish for a long time, and NPI will be predominant as measures dedicated to reopening the tourism and travel sector. This type of measures will require, however, a better coordination and collaboration between the representatives of the public and private sector involved in decision-making processes and in developing policies for the tourism and travel sector.

In fact, the pandemic was an additional way of proving why better coordination between the public and private sector is necessary in regards to measures and interventions in the case of a crisis, regardless of its nature, whether that is a natural phenomenon, or situations creating sanitary crises.

The measures and initiatives dedicated to relaunching the activities in the tourism and travel sector should focus first on the trends at European/global level as determined by the current pandemic. It is obvious that the preferences of the consumers will change, and the interested stakeholders from the sector will need to focus on identifying these preferences and on summarising them into new targets and objectives for the following period. Furthermore, as UNWTO predicts that tourism recovery at the pre-pandemic levels from 2018 and 2019 will require from two and a half to four years, provided that some efficient and viable treatments and vaccines will be available.

The predictions indicate that the recovery in tourist services demand will be noticeable first by spending holidays, or trips inside the domestic borders, especially at the European level.

At the same time, it was noticed over the first half of the year, and up to the month of September that most tourists paid attention and were very sensitive to the smallest changes regarding travel restrictions, to the way the various regions of high tourist attraction opened and closed again. The best way to evaluate this is to note the behaviour of the consumers by analysing search on the various online booking platforms in regards to tourist destinations, the number of overnight stays booked, and how tourism consumers make smaller extent of bookings for the tourist destinations in the offer. A conclusive example is that most consumers have opted for postponing summer holidays, and slight increases were registered for the last-minute booking, a behaviour that was less present in the pre-pandemic period.

Even though the tourism market and the domestic tourism markets were equally affected, it might be noticed that on the world level an increased sales rate was registered for the domestic tourism market, as opposed to international tourism market (Figure 3).

Another issue of the tourism and travel industry is the change in the preferences in regards to the accommodation units. If in the pre-pandemic period constant increases were registered for large hotel-chains, currently the trend is rather towards renting individual holiday houses, or accommodation in locations associated previously to agritourism.

These preliminary findings lead to a last essential conclusion: it is necessary to develop new analytical and modelling tools for tourism predictions, because it is obvious that the pre-pandemic tools cannot be used in the following period, because even the most optimistic estimations show that tourism and travel activities will return to pre-pandemic levels only after 2022–2024 (UNWTO).

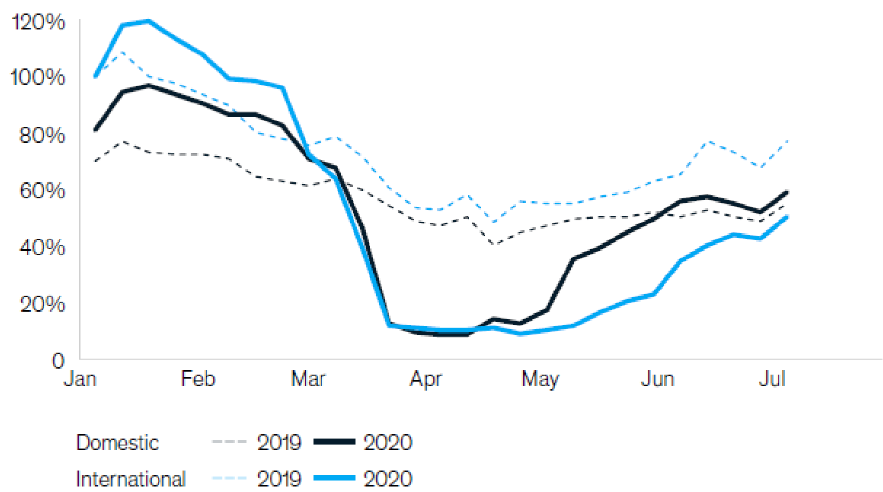

Figure 3: Volume of domestic tourism searches, as compared to the searches for international tourism from the international value by the beginning of the year, weekly evolution, on 5 July 2020
(Source: McKinsey & Comp, 2020)

We insist on this preliminary conclusion, because the whole world's tourism system suffered dramatic changes and a swift transition occurred from fears regarding overtourism (Dodds & Butler, 2019; Seraphin et al., 2018) to fears and uncertainties about the future of tourism in the post-pandemic period, mainly because some analyses that provided an optimistic outlook proved themselves already as wrong (Forbes, 2020).

Consistent and dedicated analyses for re-launching tourism and travel will have to focus especially on the incentive packages for the SMEs active in the sector, and on generating new and better paid jobs in T&T industry, as well as on strengthening some value chains by means of which to avoid – as much as possible – in the future the impact on the most vulnerable segments of workers in the field. In fact, re-launching tourism and travel will need to begin by reconfiguring the competences and skills of the workers in the entire hospitality sector, for increasing both the confidence of workers in the hospitality sectors, and of the tourism and travel consumers, irrespective of the types of tourism and travels they are active in, regardless it is for the personal interest or for the business.

Conclusions

The current pandemic is at the same time an opportunity and a threat for domestic and international tourism. It might be an opportunity for reassessing the natural and cultural patrimony of the country and for developing more sustainable forms of tourism considering the 17 sustainability development goals (SDGs). Moreover, it offers a platform for strengthening the domestic cohesion, by providing the opportunity to get to know the natural and cultural heritage of the own country on one hand, and on the other hand, it could contribute to increased and improved environmental protection outcomes.

The main threat is represented by the difficulties faced by some of the stakeholders in the tourism industry to adjust to the new demands of resetting the industry towards a greener and healthier path. Also, by reconsidering some of their activities, especially in regards to the event industry, and even in the leisure tourism industry, the current pandemic has shown that there might be innovative solutions for promoting a more balanced and sustainable tourism at the domestic and international level.

However, one important issue is related to how decision-makers decide to provide for subsidies to this sector in this period: some argue that the logic of the subsidies is flawed, as they try to support the former business-model in tourism, while it will change due to the impact of the COVID starting with the conditions for travelling (for instance, tourists arriving or travelling abroad would be requested to present a health, or even a vaccine certificate), and for overnights in certain locations, including the ones related to health tourism. Therefore, part of these subsidies should be conditioned by the capacity of the stakeholders to show feasible plans focused on promoting sustainable, balanced and environmentally friendly tourism.

STATEMENT

In their statements, the authors confirmed the absence of any conflict of interest.

REFERENCES

Cappochi, A. et al., (2019). Overtourism: A literature review to assess implications and future perspective. *Sustainability Review 2019,* Vol. 11, No. 12, 3303.

Durkee, A. (2020, August 25) Tourism Industry Faces $1 Trillion Loss, 100 Million Jobs At Risk From Covid-19, UN Reports. Retrieved September 30,2020 from: https://www.forbes.com/sites/alisondurkee/2020/08/25/un-report-tourism-industry-covid-19-faces-1-trillion-loss-100-million-jobs-at-risk/?sh=6c250102cdd3

Dodds, R., & Butler, R. (Eds.). (2019). *Overtourism: Issues, realities and solutions*. De Gruyter.

European Commission – Joint Research Centre, Science for Policy Brief, The Impact of COVID confinement measures on EU labour market

Eurostat, a data set. (2000a). Retrieved October 15, 2020 from: https://appsso.eurostat.ec.europa.eu/nui/show.do?dataset=tour_occ_ninat&lang=en

Eurostat, data set. (2000b). Retrieved October 20, 2020 from:

https://appsso.eurostat.ec.europa.eu/nui/show.do?dataset=tour_dem_tntot&lang=en

Gates, B. (2020, November 18) Bill Gates Predicts That 50% of Business Travel and 30% of Office Life Will Disappear in the Post-Covid-19 Era, ENTREPRENEUR STAFF. Retrieved November 20, 2020 from: https://www.entrepreneur.com/article/359957

Grimm, V. et al., (2005). Pattern-oriented modeling of agent-based complex systems: Lessons from ecology. *Science* 310, 987–99.

Grimm, V., & Calabrese, J. M. (2011). What is resilience? A short introduction. In Deffuant, G. and Gilbert, N. (eds) *Viability and Resilience of Complex Systems: Concepts, Methods and Case Studies from Ecology and Society* (pp. 3–13). Heidelberg: Springer.

Hall, C. M., Prayag, G., & Amore, A. (2017). *Tourism and resilience: Individual, organisational and destination perspectives.* Channel View Publications. DOI 10.21832/HALL6300.

Gretzel et al., (2020). E-Tourism beyond COVID-19: A call for transformative research. *Information Technology & Tourism*, *22*(2), 187–203. https://doi.org/10.1007/s40558-020-00181-3

Gössling, S., Scott, D., & Hall, C. M. (2020). Pandemics, tourism and global change: a rapid assessment of COVID-19. *Journal of Sustainable Tourism, 29*(1), 1–20.

Koens, K. et al., (2018). Is Overtourism Overused? Understanding the impact of tourism in a city context. *MDPI, Sustainability,* vol. 10, No. 12, 4384.

McKinsey & Comp. (2020, July 24) Ready for Check-Inn? Lessons from the German travel recovery, Full Report. Retrieved September 27, 2020 from: https://www.mckinsey.com/industries/travel-logistics-and-transport-infrastructure/our-insights/ready-for-check-in-lessons-from-the-german-travel-recovery

OECD. (2020, June, 2). OECD Policy Responses to Coronavirus (COVID-19). Tourism Policy Responsesto the coronavirus (COVID-19). https://www.oecd.org/coronavirus/policy-responses/tourism-policy-responses-to-the-coronavirus-covid-19-6466aa20/

Seraphin, H., Sheeran, P., & Pilato, M. (2018). Over-tourism and the fall of Venice as a destination. *Journal of Destination Marketing & Management*, 9, 374–376.

Szromek, A.R. et al., (2019). The Perception of Overtourism from the Perspective of Di erent Generations. *Sustainability, 11*(24), 1–19. https://doi.org/10.3390/su11247151

UNWTO. (2020). World Tourism Barometer, Volume 18, Issue 5, August/September 2020. Retrieved from: https://www.eunwto.org/doi/epdf/10.18111/wtobarometereng.2020.18.1.5

Datum prijave: 31.10.2020.
Datum prihvatanja: 19.12.2020.

Kontakt

Patricia Ardeljan, Faculty of Economics and Business Administration, Strada Johann Heinrich Pestalozzi 16, Timișoara, Romania
E-mail: patricia.ardeljan@outlook.com

Laura Mariana Cismaș, Faculty of Economics and Business Administration, Strada Johann Heinrich Pestalozzi 16, Timișoara 300115, Romania
E-mail: laura.cismas@e-uvt.ro

Vera Medić, Fakultet za sport i turizam, Novi Sad, Radnička 30a, 21000 Novi Sad
E-mail: veramedicdr@gmail.com